

How to write compelling ad copy

Compelling ad copy moves products and services.

Most ad copy you see in newspapers, magazines or hear on radio and TV does not.

The copy writers have no idea what makes an advertisement compelling.

The copy does not address needs, wants or the client's targeted customers.

Direct mail expert Dan Kennedy points out that it's too costly for small business owners to hire professional copywriters to write their advertising.

To write copy for a multi-piece direct mail package, Dan charges up to \$35,000 plus royalties.

That kind of money is beyond the reach of most of small businesses.

No matter how much business owners pay for the best outside help, no one can ever have the same feel for your business and clientele that you



do.

It's unfortunate but business owners hire high-priced advertising agencies to write their sales and marketing materials when the agencies know nothing about their businesses.

Most of us business owners eat, sleep and breathe our businesses.

It's our passion.

They're frontline people. They speak and hear from the #1 most important assets of their companies -- their customers.

Now here's a secret that should change the way you think about and write ad copy:

When Dan was hired to write sales letters for Weight Watchers, what did he do?

He asked their top sales people to write down word-for-word what they say to their prospects to get them to buy.

From what they shared with him, Dan crafted a sales letter. How did it do?

It outperformed a high-priced ad agency's sales letters by 300%.

It tripled response because he let the frontline people tell him what the copy should say.

What do you and your sales people say to your customers?

What features, benefits and values have proven to close sales.

It's neither rocket science nor brain surgery.

It's field-tested stuff that works.

La-Z-Boy Furniture Gallery opening this weekend

La-Z-Boy Furniture Galleries will be open for business on Thursday, April 16, from 4 to 9 p.m. The Lexington High School String Quartet will entertain.

On Friday, April 17, La-Z-Boy will host an event to raise money for the Lexington Arts Center by hosting an "Evening for the Arts." Patrons can enjoy works of local artists and piano music by Jim Koltuniak. Young members of the Columbia City Ballet will perform. The event is free and open to the public. Guests will be encouraged to donate \$20 to the Lexington Arts Center in return for a 10% store coupon valid on any store purchase.

April 18, visitors to the new store who donate \$20 or more to the Oliver Gospel Mission will receive a 10% discount coupon, good for one month on the purchase of any item of La-Z-Boy furniture. La-Z-Boy Furniture Gallery is located at 5342 Sunset Blvd. between Target and Lowe's in Lexington.

GOLDEN STATE FOODS, ONE of the world's largest diversified suppliers to the quick-service restaurant industry, is pleased to announce that Silliker, Inc., a leading food testing and quality assurance organization, has honored the Lexington GSF distribution plant with a 2008 Audit Platinum Award.

The plant was recognized for its exceptional food safety and quality systems. Each year, the award is presented to 20 companies -- 10 processing plants and 10 distribution centers -- that receive the highest scores in Silliker GMP / Food Safety and Distribution Center Audits. This is the sixth consecutive year that the Lexington distribution center has earned the coveted award.

"Working to be the best of the best and to deliver high-quality work is a part of our culture; so, receiving this award six years in a row is exceptional," said Tim Heskett, vice president distribution for the East region. "This award is a tribute to the people who live and breathe our values and creed each and every day."

Since 2003, Golden State Foods facilities in the United States have been the recipient of 19 Silliker Audit Platinum Awards, the most of any national distribution chain. Of the several hundred food processing facilities audited by Silliker worldwide only a small percentage achieve a points rating of 90 or more out of a possible 100, which is the minimum require-

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AROUND TOWN

ment for award recognition.

"The Golden State Foods plants performed exceptionally well in all phases of our distribution audit," said Rena M. Pierami, division vice president of technical services, Silliker, Inc. "We congratulate them on the preparedness of their highly dedicated safety teams and the outstanding integration of their quality assurance systems."

ALLEGIANT AIR BEGINS NON-STOP air service between Columbia and Fort Lauderdale May 27. The low-fare carrier will offer introductory fares as low as \$29 each way. This is the second low-cost, nonstop route that Allegiant will fly to and from Columbia.

JANE WILLIS OF THE Darla Moore School of Business at the University of South Carolina is the featured speaker at the April 21 PowerUP lunch for business people.

She is the managing director of the Office of Career Management at the school. Prior to joining the Office of Career Management in 2001, she served as the Director of the Master of Human Resources program and as Assistant Director of the International MBA program. Willis is a certified Birkman Consultant. Since she began managing the Career Management Office, she has introduced innovation such as a 40+ hour professional development series for graduate students and a Moore School specific Career Expo attracting top employers from around the world. She is also the founder of Access Ministries and has been singing professionally for 20 years.

News You Can Use will be presented by Lexington Mayor Randy Halfacre.

The lunch begins at 11:50 a.m. at Gibson Commons Conference Center, 140 Gibson Rd. Cost is \$7 per person. To purchase or reserve tickets for lunch, call 996-8836. The deadline for tickets or reservations is Monday, April 20, by noon.

JOHN OWEN HAS JOINED SCBT's Lexington office as a mortgage banker.

Originally from Irmo, John's new position at SCBT follows his mortgage experience with companies outside of the Midlands region. Upon his graduation from the University of South Carolina in Columbia, where Owen earned a B.S. in finance, he began his career working with SCANA and Virginia Power in Richmond, Virginia.

John lives in Lexington with his wife and two children.

Cancer Support Group to Hold Yard Sale

Lexington Medical Center's cancer support group will hold a yard sale on Saturday, May 2, to raise money to support cancer patients and their families. The sale will be at the Barnyard Flea Market on U.S. 1 in West Columbia beginning at 7:30 a.m.

Each year, this sale plays a significant role in helping cancer patients and their families. Last year, proceeds fulfilled a terminally ill support group member's wish to go skydiving. In addition, the sale paid for a husband with terminal cancer to go on a special trip with his wife to Hatteras, N.C., the place where they had met and married. The sale has

also helped pay for expensive medicine, supplies and transportation for members to get to clinical trials.

Merchandise for sale includes appliances, tools, furniture, toys, household goods and home décor items. People can donate items by calling Chris Gibson at 939-8774.

Lexington Medical Center's cancer support group, which is called "Losing Is Not an Option," is a place of comfort for patients and their families. It's for any cancer patient, in any stage, even in remission. The group has approximately 25 members at all times. The members are ages 40 and up, men and women, from

all walks of life, caretakers and patients, some terminal and some not.

Lexington Medical Center is working to lead the fight against cancer in South Carolina. It are the first hospital in the state to perform Microwave Ablation, a treatment that can destroy tumors with a minimally-invasive, outpatient procedure. Our cancer program is also accredited by the American College of Surgeons. And the breast health program averages 1.4 days from detection to diagnosis of breast cancer. The Breast Health Program serves as a national benchmark and has been used at hospitals in eight states.

Fighting to Make State Government Small Business Friendly

For more information go to www.scsbc.org or call (803) 252-5733

THE SC SMALL BUSINESS CHAMBER OF COMMERCE

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9th Annual **Kiwanis Kids Day Pancake Supper**
Tuesday, April 21, 2009
 4:30 - 7:30 pm
 Lexington Town Hall Conference Center
 Adults \$5.00 • Children \$3.00
 Dine in & Take out

*Mrs. USA, Dr. Garian Gunter will be in attendance.

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